

**IN THE CLAIMS:**

Please amend the claims as follows:

1. (Currently Amended) A method for providing electronic commerce using an electronic book, comprising:
  - displaying an electronic book;
  - presenting associated with the electronic book an identification of a product or service;
  - receiving a user's selection of the product or service;
  - receiving and a request to purchase the selected product or service; and
  - performing a transaction to execute the purchase request, wherein the performing step includes:
    - receiving from the user an offered price for the product or service;
    - determining whether to accept the offered price;
    - selectively transmitting an indication of an acceptance of the offered price based upon the determining; and
    - receiving from the user one or more new offered prices if the offered price is not acceptable upon the determining; and
    - generating a table for the product or service for each user to record statistical information, wherein the statistical information is used for selecting particular advertisements for display to the user,
    - wherein the determining step includes determining whether to accept the offered price based upon at least one of the following criteria: an amount of the offered price, any available rebates relating to the selected product or service, any available discounts

relating to the selected product or service, or a range of acceptable prices for the selected product or service.

2. (Original) The method of claim 1 wherein the displaying step includes displaying the electronic book on a viewer.
3. (Original) The method of claim 1, further including:  
receiving a request from the user for information concerning a particular product or service; and  
displaying information concerning the particular product or service in response to the request.

4. (Original) The method of claim 1 wherein the performing step includes electronically obtaining payment for the product or service.

5. (Original) The method of claim 4 wherein the performing step includes using a digital coupon as at least part of the payment required for the execution of the purchase request.

6. (Original) The method of claim 1 wherein the performing step includes establishing an electronic communication with a web site for executing the purchase request.

7. (Original) The method of claim 6 wherein the establishing step includes launching a browser program to establish the electronic communication.

8. (Original) The method of claim 1 wherein:

the presenting step includes displaying an icon identifying the product or service;  
and

the receiving step includes receiving selection of the icon by the user.

9. (Original) The method of claim 1 wherein the presenting step includes  
displaying information relating to the product or service.

10. (Original) The method of claim 9 wherein the presenting step includes  
displaying an advertisement relating to the product or service.

11. (Original) The method of claim 9 wherein the presenting step includes  
selecting and displaying an advertisement based upon information related to the user.

12. (Original) The method of claim 9 wherein the presenting step includes  
selecting and displaying an advertisement based upon particular criteria.

13. (Original) The method of claim 9 wherein the presenting step includes  
displaying multimedia information relating to the product or service.

14. (Original) The method of claim 1 wherein:  
the presenting step includes displaying an identification of a digital product; and  
the performing step includes downloading the digital product into a memory  
associated with the viewer.

15. (Original) The method of claim 1, further including recording statistical  
information relating to the purchase request.

16. (Original) The method of claim 15 wherein the recording step includes recording statistical information concerning purchases of the product or service.

17. (Original) The method of claim 15 wherein the recording step includes recording statistical information concerning purchases of products or services by the user.

18. (Original) The method of claim 15, further including presenting an identification of other products or services based upon the statistical information.

19. (Original) The method of claim 1, further including:  
receiving from the user a request for display of information concerning a particular product or service;  
displaying information relating to the particular product or service in response to the request; and  
displaying information relating to products or services associated with the particular product or service.

20-21. (Canceled)

22. (Original) The method of claim 1 wherein the performing step includes encrypting the transaction for secure execution of the purchase request.

23. (Original) The method of claim 22 wherein the encrypting step includes using a digital signature for the secure execution of the purchase request.

24. (Original) The method of claim 1 wherein:

the displaying step includes displaying a hypertext link identifying the product or service; and

the receiving step includes receiving selection of the hypertext link.

25. (Currently Amended) The method of claim 1 wherein the performing step includes:

presenting an electronic order form on a the viewer; and

receiving a completed version of the electronic order form for the execution of the purchase request.

26. (Currently Amended) The method of claim 1 wherein the performing step includes:

generating and presenting on a the viewer a completed electronic order form based upon stored information stored in the viewer identifying the user and payment information; and

receiving a submission of the completed order form.

27. (Original) The method of claim 1, further including providing a sample of the product using the viewer.

28. (Original) The method of claim 27 wherein the providing step includes presenting a video clip, an audio clip, a portion of an electronic book, an image, a slide show, or an animation.

29. (Original) The method of claim 1 wherein the displaying step includes displaying an electronic catalog that includes an identification of the product or service.

30. (Original) The method of claim 1 wherein the displaying step includes:

displaying an electronic catalog as the electronic book; and

displaying an interactive electronic catalog within the electronic book.

31. (Original) The method of claim 29 wherein the displaying step includes

displaying the electronic catalog as an inset image within the displayed electronic book.

32. (Original) The method of claim 29 wherein the displaying step includes

displaying the electronic catalog as an overlayed image within the displayed electronic

book.

33. (Original) The method of claim 1, further including generating and presenting a customized electronic catalog, including the identification of the product or service and an identification of other products or services, based upon information related to the user.

34 - 41. (Canceled).

42. (Currently Amended) An apparatus for providing electronic commerce using an electronic book, comprising:

a display module for displaying an electronic book;

a presentation module for presenting associated with the electronic book an

identification of a product or service, wherein the identification of a product or service is displayed as one of an inset image within the displayed electronic book, an overlayed image on the displayed electronic book, or in place of the displayed electronic book;

a receive module for receiving a user's selection of the product or service and a request to purchase the selected product or service; and  
an execution module for performing a transaction to execute the purchase request,

wherein the execution module further generates a table for the selected product or service for each user to record statistical information, the statistical information is used for selecting particular advertisements for display to the user.

43. (Original) The apparatus of claim 42 wherein the display module includes a module for displaying the electronic book on a viewer.

44. (Original) The apparatus of claim 42, further including:  
a module for receiving a request from the user for information concerning a particular product or service; and  
a module for displaying information concerning the particular product or service in response to the request.

45. (Original) The apparatus of claim 42 wherein the execution module includes a module for electronically obtaining payment for the product or service.

46. (Original) The apparatus of claim 45 wherein the execution module includes a module for using a digital coupon as at least part of the payment required for the execution of the purchase request.

47. (Original) The apparatus of claim 42 wherein the execution module includes a module for establishing an electronic communication with a web site for executing the purchase request.

48. (Original) The apparatus of claim 47 wherein the execution module includes a module for launching a browser program to establish the electronic communication.

49. (Original) The apparatus of claim 42 wherein:  
the presentation module includes a module for displaying an icon identifying the product or service; and  
the receive module includes a module for receiving selection of the icon by the user.

50. (Original) The apparatus of claim 42 wherein the presentation module includes a module for displaying information relating to the product or service.

51. (Original) The apparatus of claim 50 wherein the presentation module includes a module for displaying an advertisement relating to the product or service.

52. (Original) The apparatus of claim 50 wherein the presentation module includes a module for selecting and displaying an advertisement based upon information related to the user.

53. (Original) The apparatus of claim 50 wherein the presentation module includes a module for selecting and displaying an advertisement based upon particular criteria.

54. (Original) The apparatus of claim 50 wherein the presentation module includes a module for displaying multimedia information relating to the product or service.

55. (Original) The apparatus of claim 42 wherein:

the presentation module includes a module for displaying an identification of a digital product; and

the execution module includes a module for downloading the digital product into a memory associated with the viewer.

56. (Original) The apparatus of claim 42, further including a recording module for recording statistical information relating to the purchase request.

57. (Original) The apparatus of claim 56 wherein the recording module includes a module for recording statistical information concerning purchases of the product or service.

58. (Original) The apparatus of claim 56 wherein the recording module includes a module for recording statistical information concerning purchases of products or services by the user.

59. (Original) The apparatus of claim 56, further including a module for presenting an identification of other products or services based upon the statistical information.

60. (Original) The apparatus of claim 42, further including:

a module for receiving from the user a request for display of information concerning a particular product or service;

a module for displaying information relating to the particular product or service in response to the request; and

a module for displaying information relating to products or services associated with the particular product or service.

61. (Original) The apparatus of claim 42 wherein the execution module includes:

a module for receiving from the user an offered price for the product or service;

a determination module for determining whether to accept the offered price; and

a transmission module for selectively transmitting an indication of an acceptance of the offered price based upon the determining.

62. (Original) The apparatus of claim 61 wherein the determination module includes a module for determining whether to accept the offered price based upon at least one of the following criteria: an amount of the offered price, any available rebates relating to the selected product or service, any available discounts relating to the selected product or service, or a range of acceptable prices for the selected product or service.

63. (Original) The apparatus of claim 42 wherein the execution module includes an encryption module for encrypting the transaction for secure execution of the purchase request.

64. (Original) The apparatus of claim 63 wherein the encryption module includes a module for using a digital signature for the secure execution of the purchase request.

65. (Original) The apparatus of claim 42 wherein:  
the display module includes a module for displaying a hypertext link identifying the product or service; and

the receive module includes a module for receiving selection of the hypertext link.

66. (Original) The apparatus of claim 42 wherein the execution module includes:  
a module for presenting an electronic order form on the viewer; and  
a module for receiving a completed version of the electronic order form for the execution of the purchase request.

67. (Currently Amended) The apparatus of claim 42 wherein the execution module includes:

a module for generating and presenting on a the viewer a completed electronic order form based upon stored information identifying the user and payment information; and

a module for receiving a submission of the completed order form.

68. (Currently Amended) The apparatus of claim 42, further including a sample module for presenting a sample of the product using a the viewer.

69. (Original) The apparatus of claim 68 wherein the sample module includes a module for presenting a video clip, an audio clip, a portion of an electronic book, an image, a slide show, or an animation.

70. (Original) The apparatus of claim 42 wherein the display module includes a module for displaying an electronic catalog that includes an identification of the product or service.

71. (Original) The apparatus of claim 42 wherein the display module includes: a module for displaying an electronic catalog as the electronic book; and a module for displaying an interactive electronic catalog within the electronic book.

72. (Original) The apparatus of claim 70 wherein the display module includes a module for displaying the electronic catalog as an inset image within the displayed electronic book.

73. (Original) The apparatus of claim 70 wherein the display module includes a module for displaying the electronic catalog as an overlayed image within the displayed electronic book.

74. (Original) The apparatus of claim 42, further including a module for generating and presenting a customized electronic catalog, including the identification of the product or service and an identification of other products or services, based upon information related to the user.

75 - 88. (Canceled).

89. (Currently Amended) A method for providing electronic commerce using an electronic book, comprising:  
displaying an electronic book;

presenting associated with the electronic book an identification of a product or service;

receiving a user's selection of the product or service;

receiving and a request to purchase the selected product or service; and

performing a transaction to execute the purchase request; wherein the performing includes:

receiving from the user an offered price for the product or service;

determining whether to accept the offered price; and

selectively transmitting an indication whether the offered price is

acceptable based upon the determining; and

receiving from the user one or more new offered prices if the offered price is not acceptable based on the determining; and

generating a table for the product or service for each user to record statistical information, wherein the statistical information is used for selecting particular advertisements for display to the user.

90. (Previously Presented) The method of claim 89, wherein the determining includes determining whether to accept the offered price based upon at least one of the following criteria: an amount of the offered price, any available rebates relating to the selected product or service, any available discounts relating to the selected product or service, or a range of acceptable prices for the selected product or service.

91. (Previously Presented) The method of claim 89, further including:

receiving a request from the user for information concerning a particular product or service; and

displaying information concerning the particular product or service in response to the request.

92. (Previously Presented) The method of claim 89, wherein the performing includes electronically obtaining payment for the product or service.

93. (Currently Amended) An apparatus for providing electronic commerce using an electronic book, comprising:

a display module for displaying an electronic book;

a presentation module for presenting associated with the electronic book an identification of a product or service;

a receive module for receiving a user's selection of the product or service and a request to purchase the selected product or service; and

an execution module for performing a transaction to execute the purchase request, wherein the execution module includes:

a module for receiving from the user an offered price for the product or service;

a determination module for determining whether to accept the offered price; and

a transmission module for selectively transmitting an indication of an acceptance of the offered price based upon the determining,

wherein the module for receiving from the user the offered price is configured to receive one or more new offered prices when the transmission module transmits an indication that the offered price is not acceptable,

wherein the execution module further generates a table for the selected product or service for each user to record statistical information, the statistical information is used for selecting particular advertisements for display to the user.

94. (Previously Presented) The apparatus of claim 93, wherein the determination module includes a module for determining whether to accept the offered price based upon at least one of the following criteria: an amount of the offered price, any available rebates relating to the selected product or service, any available discounts relating to the selected product or service, or a range of acceptable prices for the selected product or service.

95. (Previously Presented) The apparatus of claim 93, further including:  
a module for receiving a request from the user for information concerning a particular product or service; and  
a module for displaying information concerning the particular product or service in response to the request.

96. (Previously Presented) The apparatus of claim 93, wherein the execution module includes a module for electronically obtaining payment for the product or service.

97. (Currently Amended) A method for providing electronic commerce using an electronic book, comprising:

displaying an electronic book;

presenting associated with the electronic book an identification of a product or service, wherein the identification of a product or service is displayed as one of an inset image within the displayed electronic book, an overlayed image on the displayed electronic book, or in place of the displayed electronic book;

receiving a user's selection of the product or service;

receiving and a request to purchase the selected product or service; and

performing a transaction to execute the purchase request;

generating a table for the product or service for each user to record statistical information, wherein the statistical information is used for selecting particular advertisements for display to the user.

98. (New) The method of claim 1, further comprising providing an available sample associated with the product or service upon a request from the user before the user requests a purchase of the product or service.

99. (New) The method of claim 42, wherein the presentation module further displays an available sample associated with the selective product or service upon a request from the user before the user requests to purchase the selected product or service.

100. (New) The method of claim 89, further comprising providing an available sample associated with the product or service upon a request from the user before the user requests a purchase of the product or service.

101. (New) The apparatus of Claim 93, wherein the presentation module further displays an available sample associated with the selective product or service upon a request from the user before the user requests to purchase the selected product or service.

102. (New) The method of claim 97, further comprising providing an available sample associated with the product or service upon a request from the user before the user requests a purchase of the product or service.